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WATCHMAKER SMITH PRESENTS GOVERNMENT-COMMISSION GREAT BRITAIN WATCH AHEAD OF CAMPAIGNING WORLD TOUR

World renowned watchmaker Roger Smith unveiled his GREAT Britain watch in London last month.

The platinum watch has taken Smith ten months to design and make and features what he considers to be the most intricate handmade watch dial ever produced.

The watch was commissioned by the British government as part of its GREAT Britain campaign

launched in 2012 to market the country to a global audience.

Smith, who trained under the late George Daniels, is widely considered the finest watchmaker in the world. He and his team produce just 10 pieces a year from his Isle of Man studio. The current waiting list for a Roger Smith watch stands at two-and-a-half years.

"Firstly, it has been commissioned to celebrate the creativity, innovation and technology which make

Britain GREAT," explained Smith. "But, of equal importance, it represents what is possible today for British watch making".

Smith depicts the Union Flag on the watch's silver dial, which is constructed of 34 individual components, using a variety of guilloche techniques while the movement uses Smith's latest version of the single wheel co-axial, with an escape wheel that has been lightened by 23%. The watch is valued at £180,000.

While it is known the watch will visit a number of countries as part of a promotional tour extolling the virtues of Britain, it is not known what will happen to the GREAT Britain at the end of the campaign.

Smith was the guest of honour at An Evening of Rare Vintage Watches at Mayfair's Watch Club, where he unveiled his creation in front of an audience of watch enthusiasts. The GREAT Britain will be curated at Watch Club while not on tour.